



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Pickens, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Rural Bypasses	46.5%	Population		20,571	20,265
Rooted Rural	37.9%	Households		8,160	8,115
Southern Satellites	15.5%	Families		5,775	5,684
		Median Age		39.1	40.6
		Median Household Income		\$29,837	\$32,436

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	44	\$1,168.76	\$9,537,055
Men's	43	\$213.28	\$1,740,395
Women's	41	\$381.88	\$3,116,150
Children's	53	\$220.69	\$1,800,804
Footwear	38	\$181.74	\$1,482,964
Watches & Jewelry	50	\$111.01	\$905,811
Apparel Products and Services ¹	48	\$60.16	\$490,931
Computer			
Computers and Hardware for Home Use	48	\$101.62	\$829,204
Software and Accessories for Home Use	44	\$12.61	\$102,862
Entertainment & Recreation	60	\$2,242.39	\$18,297,887
Fees and Admissions	40	\$247.85	\$2,022,492
Membership Fees for Clubs ²	43	\$71.74	\$585,367
Fees for Participant Sports, excl. Trips	37	\$42.47	\$346,589
Admission to Movie/Theatre/Opera/Ballet	38	\$57.24	\$467,058
Admission to Sporting Events, excl. Trips	44	\$26.66	\$217,516
Fees for Recreational Lessons	39	\$49.39	\$402,984
Dating Services	61	\$0.36	\$2,978
TV/Video/Sound Equipment	55	\$785.42	\$6,409,038
Community Antenna or Cable TV	61	\$451.97	\$3,688,089
Televisions	46	\$134.16	\$1,094,709
VCRs, Video Cameras, and DVD Players	57	\$18.97	\$154,771
Video Cassettes and DVDs	55	\$35.75	\$291,710
Video Game Hardware and Software	53	\$18.88	\$154,087
Satellite Dishes	81	\$0.90	\$7,376
Rental of Video Cassettes and DVDs	53	\$26.93	\$219,743
Streaming/Downloaded Video	32	\$0.26	\$2,162
Sound Equipment ³	45	\$94.65	\$772,307
Rental and Repair of TV/Radio/Sound Equipment	51	\$2.95	\$24,084
Pets	75	\$333.01	\$2,717,326
Toys and Games	59	\$87.74	\$715,926
Recreational Vehicles and Fees ⁴	99	\$433.17	\$3,534,705
Sports/Recreation/Exercise Equipment ⁵	59	\$127.10	\$1,037,106
Photo Equipment and Supplies ⁶	58	\$74.25	\$605,887
Reading ⁷	54	\$153.85	\$1,255,407
Food	58	\$4,784.72	\$39,043,282
Food at Home	60	\$2,907.21	\$23,722,821
Bakery and Cereal Products	60	\$406.46	\$3,316,735
Meat, Poultry, Fish, and Eggs	61	\$743.97	\$6,070,775
Dairy Products	60	\$335.82	\$2,740,260
Fruit and Vegetables	54	\$445.91	\$3,638,641
Snacks and Other Food at Home ⁸	61	\$975.05	\$7,956,410
Food Away from Home	55	\$1,877.51	\$15,320,461
Alcoholic Beverages	44	\$261.78	\$2,136,094
Nonalcoholic Beverages at Home	64	\$283.64	\$2,314,487



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Financial			
Investments	29	\$293.96	\$2,398,721
Vehicle Loans	70	\$4,065.95	\$33,178,141
Health			
Nonprescription Drugs	75	\$85.11	\$694,509
Prescription Drugs	75	\$424.61	\$3,464,787
Eyeglasses and Contact Lenses	66	\$50.63	\$413,108
Home			
Mortgage Payment and Basics ⁹	48	\$4,399.11	\$35,896,700
Maintenance and Remodeling Services	48	\$995.18	\$8,120,654
Maintenance and Remodeling Materials ¹⁰	82	\$342.45	\$2,794,357
Utilities, Fuel, and Public Services	64	\$2,933.85	\$23,940,193
Household Furnishings and Equipment			
Household Textiles ¹¹	52	\$72.81	\$594,145
Furniture	45	\$294.80	\$2,405,546
Floor Coverings	49	\$47.92	\$391,043
Major Appliances ¹²	65	\$197.60	\$1,612,446
Housewares ¹³	48	\$45.61	\$372,193
Small Appliances	62	\$21.74	\$177,384
Luggage	38	\$3.79	\$30,901
Telephones and Accessories	43	\$18.73	\$152,846
Household Operations			
Child Care	40	\$164.90	\$1,345,611
Lawn and Garden ¹⁴	65	\$276.81	\$2,258,791
Moving/Storage/Freight Express	51	\$26.68	\$217,732
Housekeeping Supplies ¹⁵	63	\$480.68	\$3,922,329
Insurance			
Owners and Renters Insurance	68	\$334.71	\$2,731,266
Vehicle Insurance	61	\$854.43	\$6,972,137
Life/Other Insurance	65	\$374.46	\$3,055,587
Health Insurance	67	\$1,355.61	\$11,061,759
Personal Care Products ¹⁶	56	\$244.93	\$1,998,650
School Books and Supplies ¹⁷	44	\$52.20	\$425,980
Smoking Products	77	\$349.72	\$2,853,754
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	66	\$3,407.44	\$27,804,737
Gasoline and Motor Oil	71	\$1,787.39	\$14,585,119
Vehicle Maintenance and Repairs	60	\$591.19	\$4,824,105
Travel			
Airline Fares	39	\$164.40	\$1,341,506
Lodging on Trips	51	\$217.50	\$1,774,819
Auto/Truck/Van Rental on Trips	36	\$14.17	\$115,591
Food and Drink on Trips	52	\$241.95	\$1,974,322

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.